

Tort Reform Bill Signing

Messages

- Job creation and health care will get big help on Sept. 1
- “Thank you” to legislators/business/doctors
- Good bill – caps, “innocent seller”, venue
- Effects are already being seen – Mass Mutual
- MS got a great response from “Tort Tour” – Toyota, national media, WSJ editorial
- We are buying space in national publications to proclaim tort reform as a job creation measure (*unveil print ad*)
- We can now discard this sign (*remove “Lawsuit Abuse” sign*)